

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : Steven M. Schein et al.
Application No. : 09/810,324
Confirmation No. : 9059
Filed : March 16, 2001
For : SYSTEMS AND METHODS FOR LINKING
TELEVISION VIEWERS WITH ADVERTISERS
AND BROADCASTERS
Art Unit : 2421
Examiner : Omar S. Parra

New York, New York 10036
January 21, 2009

Mail Stop AMENDMENT
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

REPLY TO OFFICE ACTION

Sir:

In reply to the Office Action mailed on July 18, 2008, applicants hereby amend the above-identified application as follows:

Amendments of the Claims are reflected in the listing of claims which begins on page 2 of this Reply to Office Action.

Remarks begin on page 11 of this Reply to Office Action.